

Surveys and National Family Health Survey which give important insight into effectiveness of various strategies under NRHM.

(d) NRHM is being operationalized throughout the country, with special focus on 18 States which have relatively poor health and demographic indicators and health delivery infrastructure. These include the States of Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Uttar Pradesh, Uttarakhand, Orissa, Rajasthan, Assam, Tripura, Manipur, Mizoram, Nagaland, Sikkim, Meghalaya, Arunachal Pradesh, Himachal Pradesh and Jammu and Kashmir. Special measures have been taken to make the NRHM successful in these States. The progress of initiatives under NRHM is being closely monitored in these States. The Implementation Framework of NRHM envisages a trained female community health worker called Accredited Social Health Activist (ASHA) in these States. The management capacity in the health sector in these States has also been augmented. Under NRHM, the Government is supporting State, District and Block level Programme Management Units which comprise professionals including MBAs, Chartered Accountants, computer experts etc.

Panel to control tobacco advertisements

1112.SHRIV. HANUMANTHARAO: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether it is a fact that Government have formed a panel to monitor tobacco advertisements;
- (b) if so, the details thereof;
- (c) what are the reasons for Government ignoring the bad health effects of consumption of soft drinks and alcohol by youth;
- (d) whether Government would include soft drink advertisements and alcohol advertisements in such a panel; and
- (e) if not, the reasons for soft attitude towards obesity caused by soft drinks and alcohol drinks?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (e) A Steering

Committee has been constituted to take action regarding violations of Sections 5 relating to prohibition of direct and indirect advertisement of tobacco products of "The Cigarettes and other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, 2003". The Steering Committee is headed by the Secretary (H&FW) and includes a Member of Parliament, representatives of other nodal departments and civil societies.

While alcohol is not covered by this Act, the direct advertisement of alcohol is prohibited in the electronic media. As regards soft drinks, it is regulated under the Prevention of Food Adulteration Rules, 1955.

There are several factors which may lead to obesity, which may also include consumption of excess soft drinks. IEC initiatives are taken to bring about the required awareness in this regard.

World Bank aided health projects

†1113. SHRI UDAYPRATAP SINGH: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether Government have entered into an agreement with World Bank on any package for assistance in the health sector; and
- (b) if so, the details thereof and the health projects included under this package?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABA LAKSHMI): (a) and (b) World Bank and the Government of India have recently signed three credit agreements in the Health Sector on 16.10.2006. The three Agreements are for:

- (i) Reproductive and Child Health Project (RCH-II) for US\$ 360 millions.
- (ii) Second National Tuberculosis Control Project (TB-II) for US \$ 170 million and
- (iii) Karnataka Health System Development and Reforms Project (KHSRP) for US \$ 141.83 million.

† Original notice of the question was received in Hindi.